



Enter a Corporate Team & become a “*Friend of Mount Kenya Trust*”

ABOUT THE EVENT

One of the best-kept secrets on Africa's adventure tourism calendar is the 10to4 Mt Kenya Mountain Bike Challenge, with courses for all abilities. Raising money for Mount Kenya Trust, riders start at an altitude of 10,000ft and drop through alpine moorlands, forests, and game-filled plains to end on a private wildlife conservancy at 4,000ft. The event has grown substantially since it started in 2002, now with over 400+ participants taking part from all over the world (from Kenya, South Africa, Britain, Germany, USA, Tanzania).

Once again in 2022, we are opening up the event to Corporate Teams.

WHY ENTER A CORPORATE TEAM INTO THE 2022 10TO4 ULTIMATE MOUNTAIN BIKE RACE?

There are a number of benefits to both your business and those actually taking part, including:

1. Corporate Social Responsibility impact

A fantastic way to show that you are working with the communities of Kenya, and helping to conserve the forests of Mount Kenya. All proceeds raised from the 10to4 go to the [Mount Kenya Trust](#) who support the people, forest, wildlife and water on Kenya's key water tower and highest peak.

2. Great PR! Social media promotions and stories

On entering a team, we will give you stories and media to promote how you are helping Kenya through your Corporate Team entry. We will also promote your involvement through our comms channels and include all teams in a post event Corporate Team social video.

3. Advertisement and branding at the three-day race event

As a corporate team entry your organisation will be given the title of 'Friends of Mount Kenya Trust' and have the opportunity for branding at the event including your **logo on:**

- a) **event programme and press pack,**
- b) **10to4 and MKT website and social media channels.**

4. Teambuilding!

The 10to4 is a great team building opportunity for members of your organisation to take part in the event as a team, as well as together explore and enjoy the beautiful area surrounding Mount Kenya. It's also a great opportunity to encourage healthy living within your business and with no fresher air than the mountain. Make a weekend of it!

FUNDRAISING

To qualify as a Corporate Team and be characterised as a *Friend of Mount Kenya Trust* in the 2022 10to4 you will need to pre-purchase the team entry spots and pledge to raise an additional minimum of KSH 25,000 (USD\$225) for mountain conservation. We have put together a 'Fundraising Toolkit' to help you maximise your fundraising efforts. This can be found [here](#).

PRIZES: Note that there will be a 10to4 trophy for the Corporate Team that raises the most money for the 10to4 cause.

PR STORY

If you have an interesting story about why your team is entering the 10to4, then please let us know by emailing 10to4@MountKenyaTrust.org.

All businesses that enter the 2022 10to4 will be profiled and the winning team will be detailed in the event press release



2020 Corporate Teams included Tropic Air & JW Seagon

HOW TO ENTER

Entering a Corporate Team is a simple process.

- **Step 1** –Take a look at the Course Routes options available at <https://10to4.org/10to4-races/>. A team captain will need to be nominated to email the 10to4 Event Organiser on 10to4@mountkenyatrust.org to reserve your places. Corporate Team spots will need to be pre-purchased, though exact team members' names don't need to be confirmed until the 4th February 2022. Please note Corporate Teams must consist of a minimum of 4 riders, although they don't all have to compete in the same routes (they can take part in any of the main 10to4 races). Registration instructions will then be emailed to the Team Captain. We can provide invoices for business teams on request.
- **Step 2** – The Team Captain is responsible for collating the team members registration details to be shared with the 10to4 Team before the entry closing date of **4th February 2022**.
- **Step 3** – Once all team members are confirmed and information submitted to the 10to4 Team, the Team Captain will receive a final confirmation email for each competitor. Without this confirmation email the team won't be able to register onsite.

Terms & conditions apply – see below

CORPORATE TEAM TERMS & CONDITIONS OF ENTRY

1. Corporate Team entrants can compete in any of the main 10to4 races (CLASSIC, RUSH, SLIDE)
2. Team entrants can be of either gender
3. Each team should nominate a Team Captain who will liaise with race organizers
4. Corporate Team entrants compete as individual competitors in their chosen races alongside the other entrants, whilst also representing their business team
5. Corporate Team entrants are asked to pledge to fundraise a minimum of KSH 25,000 (USD\$225) for the cause of the event
6. The team that raises the most money will receive a 10to4 Trophy
7. Team Captains are required to act as company representative and point of contact for the race organiser
8. Entry for Corporate Teams is open to employees, proprietors, families and guests of any registered business or corporation
9. The individual team members names can only be changed before the **4th February 2022**, after this date, no changes can be made
10. Note each race has a different 'minimum entry age' which remains the same for Team Entries
11. Corporate Team results will be based on the ranking of the first 3 members of each corporate team to cross the finish line in each of their respective races. A trophy will be awarded to the winning team
12. Disclaimers will need to be signed by each individual team member, this can be done at registration onsite
13. Corporate Team [entry conditions](#) and [race rules](#) are consistent with those for all competitors